

Jan-21-05 07:05pm From-HUNTON & WILLIAMS

DEPARTMENT
COMMUNICATIONS

T-423 P.01 F-377

HUNTON &
WILLIAMS

FAX

JAN 21 2005
1751 PINNACLE DRIVE
SUITE 1700
MCLEAN, VIRGINIA 22102

TEL 703-714-7400
FAX 703-714-7410

TO	NAME	Examiner Geoffrey R. AKERS
	FIRM	Patent & Trademark Office
	FAX NO.:	(703) 872-9306
	PHONE NO.:	(703) 306-5844
PAGES (INCLUDING COVER):		<u>29</u>
ORIGINAL TO FOLLOW IN MAIL:		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
FROM	NAME:	James R. Miner (Reg. No. 40,444)
	DIRECT DIAL:	703-714-7449
MESSAGE	Attached please find the following regarding <u>U.S. Patent Application No. 09/988,291</u> :	
	<ol style="list-style-type: none">1. Response3. Certificate of Transmission, 1 page.	

IF PROBLEM WITH TRANSMISSION, PLEASE CONTACT OPERATOR AT 703-714-7500.

OPERATOR

DATE:	January 21, 2005
TIME:	
CLIENT/MATTER NAME:	FUSA
CLIENT/MATTER NO.:	47004.000180

This communication is confidential and is intended to be privileged pursuant to the attorney-client privilege and the work-product doctrine. If the reader of this message is not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service.

47004.000180 FAIRFAX 250654v1

PAGE 1/29 * RCVD AT 1/21/2005 7:05:51 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/0 * DNIS:8729306 * CSID:+ * DURATION (mm:ss):08-12

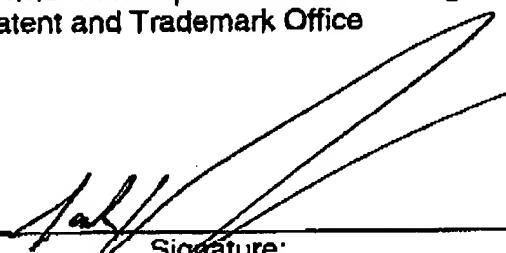
Attorney Docket No. 47004.000180
Application No. 09/988,291

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office

on January 21, 2005.

Date



Signature:

James R. Miner, Reg. No. 40,444
Typed or printed name of person signing Certificate

Note: Each paper must have its own certificate of transmission, or this certificate must identify each submitted paper.

1. Response ✓
3. Certificate of Transmission, 1 page; and ✓
4. Fax Cover Sheet, 1 page. ✓

Burden Hour Statement: This form is estimated to take 0.03 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO Assistant Commissioner for Patents, Washington, DC 20231.

RECEIVED
CENTRAL FAX CENTER T-423 P.03 F-377
JAN 21 2005 PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:) Attorney Docket No. 47004.000180
ROTHMAN, et al.)
Serial Number: 09/988,291) Examiner: G. Akers
Filed: November 19, 2001) Group Art Unit: 3624
) Confirmation No. 8456
)

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

REQUEST FOR RECONSIDERATION

U.S. Patent and Trademark Office
2011 South Clark Place
Customer Window
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

Sir:

In response to the Office Action mailed on October 20, 2004 in the above-referenced patent application, Applicant submits the following remarks.

A listing of the claims begin on page 2.

Remarks begin on page 14.